

Tuerlings, Leslie

From: tarek helou <[REDACTED] "s.22(1) Personal and Confidential">
Sent: Thursday, November 23, 2017 9:16 PM
To: Public Hearing
Subject: 798 Granville Street... a few comments

Hello

Just a few comments about the proposed electronic video screen at 798 Granville St.

I generally like the idea. It will add a bit more action to the area, and if done right, could be really nice.

A few things need to be considered however.

- 1) If this is a purely advertising play, looping a few short ads over and over, this will be a terrible use of space. It will shortly become very annoying. Let's learn from all the other big screens in the major cities of the world, and not make this mistake again.
- 2) I agree that this space could provide useful for community announcements, but this should also be limited.
- 3) This should be mainly a space for art - videos - creative space, to encourage our local (Canada - Provincial BC - Lower mainland Vancouver) talents and spirits. If short clips or videos are allowed from all spheres (comedy, music, performing arts, sports, etc.), this could be a great addition to Granville St. arena.

If this is simply a corporate advertising space, it will quickly become a stain on the street, and will have an overall negative effect. It will push away any creativity to the region, making it a "corporate blue light annoyance". In the age of cell phones and tablets, we don't need more "screen time advertising" invading more of our thoughts. If allowed to be primarily advertising, this will become a negative to the restaurants and shops in the area, as most people will stay away from the big annoying screen.

I would suggest an approximate distribution of 80% public / artistic content, 10% community announcements, and 10% advertising. I realize that limiting the advertising time on the screen is contrary to what is being proposed, although I truly believe this would have a positive advertising effect (i.e. less is more here... limited advertising will have a more "bang for your buck" type of effect).

I think in the interest of the companies that plan to use this as advertising, the general interest of the commerce on Granville St., and the interests of the people of this city (as well as tourists that visit), the percentage breakdown I have suggested should be proposed. Any push from advertisers / corporation should be resisted... the proposed 80-90% advertising is ridiculous, and the project should not be allowed to go through if this is the plan.

Regards
T. Helou

Tuerlings, Leslie

From: Kambe, Hazki - "s.22(1) Personal and Confidential"
Sent: Wednesday, November 29, 2017 11:45 AM
To: Public Hearing
Cc: Ilnyckyj, Oleh; Bai, Carol
Subject: Rezoning Application for 798 Granville Street [MTDMS-Admin.FID120816]

Hello,

I am the Office Manager at Miller Thomson LLP. I am writing this email as a follow-up to Ms. Bai's email sent early today to provide further information. Miller Thomson LLP is a long established law firm in the city with 150 employees. We are located at "s.22(1) Personal and Confidential" the building that is only a street away from 798 Granville Street. The current electronic video signs are at the level of our office and one of the signs shine lights directly in our space. Please see the attached photo. As such, we are impacted by the proposed changes to the signs.

As requested by Ms. Bai, we would like to attend the public hearing on December 6 to voice our concerns and we also hope to speak early at this hearing, if possible. Oleh Ilnyckyj, one of the partners at our firm, and Ms. Bai, will be speaking on behalf of the firm, as previously indicated. They may have additional photos that would illustrate the impact of the proposed signs on our office and the people working here. Would there be any equipment such as a projector for them to display photos?

Best regards,

HAZKI KAMBE

Office Manager, Vancouver

Miller Thomson LLP

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